

Quote

THE WEEKLY DIGEST

Volume 13

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Number 24

WITHIN THE WEEK

One of the statistical services came out this wk with an estimate that from world areas now under cultivation the food needs of all peoples could be met in less than 15 yrs. Never before has man been so near his goal of a universally adequate diet.

It is set forth that the following increases in production, beyond prewar levels, would provide a satisfactory world supply: cereals 21%; roots and tubers, 27%; sugar, 12%; fats and oils, 34%; meat, 46%. The most serious lack is in fruits and vegetables, the production of which would have to be upped by 163%. Also, we'd have to double the production of milk before each Hottentot could have the lacteal bottle once envisioned by HENRY WALLACE.

But the problem of appeasing world appetite is by no means as simple as statistics make it appear. Essentially it is not a matter of production. The war record shows conclusively that thru mechanization we can bring farm output to fantastic highs. And with fewer and fewer men. Little more than a generation ago half our people tilled the soil to feed the remainder. Now the number engaged in agriculture has shrunk by half, while our export volume has grown prodigiously.

No one has seriously doubted the physical ability of the world to feed its peoples. Nourishment for all is in the loins of the good earth. More than a billion acres

of new land can be brought under the plow. By drawing nitrogen from the air and dipping into our huge stores of other chemicals, we can enrich many a presently wasting acre.

But the practical problem is, as it always has been: Who will foot the bill? People the world around hunger not so much from our inability to grow more produce as from their inability to pay for it. There are, to be sure, other difficulties such as transportation. But these are not insurmountable. Essentially, it remains a matter of money.

Once we learn how to utilize the manpower of the universe for something other than martial conflict, there is a possibility that man may realize his fondest hope by banishing his direst threat.

CROP PROSPECTS: The situation here in the midwest, which we outlined to you some wks ago, has now deteriorated further. Fortnight ago the heavy and continuous rains were prime nuisance. Now they are rapidly becoming a serious threat to crop production. Corn should normally be several inches high by this time. Very little has even been planted, and much of that is in danger of being washed out. While it is sometimes possible to "make a crop" from corn planted as late as July 4, it is admittedly a hazardous undertaking. Weather in the next few days will tell the story.



SHIFTING SANDS

Concerned by the collectivist thinking of young students from whom the next generation of business leaders must emerge, a group of business men sponsoring the Junior Achievement organization are arranging a series of meetings across the country to present to management exec's a plan to teach the economics of business to teen-agers... Oil burner salesmen who started out blithely to make a conquest are now being slowed down by oil companies who warn that next winter's fuel supply may be spotty, due to transportation troubles... Alcoholic Beverage industry is about to take a new tack in its promotion program. Industry has long boasted of billions in tax revenues which they generate. Now they're saying candidly that public really pays the bill. "When you boost liquor taxes you're just assessing the taxpayer," is current line... Auto mfgs are warning dealers against piling accessories on new cars to force extra profits. "The customer will remember and resent."



FOR THOSE WHO WILL NOT BE MENTALLY MAROONED

Quote

"HE WHO NEVER QUOTES, IS NEVER QUOTED"

Charles Haddon Spurgeon

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CAREY McWILLIAMS, Denver, Colo., author and editor, addressing Colo Unity council: "Wherever churches, educational, labor and other leaders have banded together to fight for human rights they have never been defeated." 1-Q

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Judge JOHN C KNOX, of U S District Court, N Y C, on nat'l economic situation: "So far as my court is concerned, I wish only to say that we anticipate a substantial increase in bankruptcy work." 2-Q

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Att'y Gen'l TOM CLARK, announcing plans for "Freedom Train" carrying more than 100 historical American documents to tour the U S: "What we need in America is more education about our ideals and tradition which we have fought for and hope to pass on to our children." 3-Q

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Sen JAS P KEM, of Mo: "The Lord is with those who keep their powder dry." 4-Q

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RALPH MCGILL, editor of the Atlanta (Ga) Constitution: "We who opposed a federal lynch law—because to support one would be an admission that the moral strength of a state was not strong enough to support its own law and law enforcement bodies—are pushed into a corner where it is no longer possible to defend our position." 5-Q

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Mrs ELEANOR ROOSEVELT, on chance of woman to be elected Pres of U S: "No chance at all, and what is more, I wouldn't wish it on her." 6-Q

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Maj-Gen'l HOWARD M TURNER, commanding gen'l, Tenth Air Forces: "We can't seem to get the public interested in their future security. The people are too interested in labor matters, race matters and the price of butter. Those things are important. But preparedness is like gravity. You can't shut it off." 7-Q

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W G LEWELLEN, v-pres in charge of distribution, Gen'l Motors Corp'n, on automobile racketeering:

"MAY WE

Quote

YOU ON THAT?"

"Production will solve the situation. We are going to all lengths to get it." 8-Q

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Mrs NELLE B STULL, Elyria, O, after visit to New Orleans: "The women (down there) are out of order and the men are out of ardor." 9-Q

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HENRY WALLACE, former V-Pres of U S: "I am glad Russia has developed Siberia in the way she has. I want to see Russia do a first-class job but I also want to see the U S do an equally first-class job in developing Alaska." 10-Q

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N Y Employing Printers, urging the turning-in of type-metal in their hm, Imprint: "Get the lead out of your plants." 11-Q

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CHARLIE CHAPLIN: "The impact of foreign pictures on the U S has been very stimulating. However, we turn out rather good pictures in Hollywood every once in a while." 12-Q

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EVANS CLARK, exec director, 20th Century Fund: "Our inventive genius, our organizing ability and our skills have given us here in the U S the greatest productivity and the highest standard of living in the world. If we can prevent the universal devastation of atomic warfare...we can go on to economic and cultural heights as far—and farther—above those of today as those of '47 are beyond the imaginings of our great-grandfathers back in 1840." 13-Q

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Dr LYNN WHITE, Jr, pres of Mills College, Oakland, Calif: "It is

worth noting that the divorce rate for home economics majors is greatly below that for college women as a whole." 14-Q

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Dr WM C MENNINGER, Topeka, Kans, recognized authority on neurotics: "Our tempo of life with its increasing stresses and strains may be expected to produce even more neurotic symptoms in apparently well people." 15-Q

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S D FLORA, Topeka, Kans, veteran Federal meteorologist: "On a basis of sq mi's there have actually been more tornadoes in the District of Columbia than in the State of Kans. Of course, some people will say that is because of the hot air in Washington." 16-Q

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VIRGINIA VAN UPP, top producer at Columbia studios, Hollywood, claiming that persons who can lose all consciousness of time can accomplish more: "Organization is within yourself. If you yourself are organized, you do not have to organize your activities. One must be organized mentally." (Quoted by JOSEPHINE LOWMAN, Des Moines Register.) 17-Q

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AUSTIN BURKE, one of 3 shipwrecked Irish sailors rescued after 3 wks' drifting in Irish Sea: "Prayer saved us, prayer and seaweed which gave us a little nourishment." 18-Q

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Col HUGH B HESTER, chief of American Military Gov't's food and agricultural branch: "Imports (to Germany) between Jan 1 and Apr 30 represented roundly an entire cargo of 170 victory ships, or 100,000 ry cars. On an individual basis, that meant during the 1st third of this yr every ration card holder (in American and British zones) rec'd 95 lbs of food imports at an approx cost of \$5 per head." (Figures include combined U S and British imports.) 19-Q

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JUNE BYERS, Tex-born professional "lady rassler" advocating the sport for all women: "If they'd only try, women would find that wrestling

gives them a delicate sense of balance, more self-confidence, and above all, really sound health." 20-Q

Rep WALTER C FLOESER, of Mo: "For nearly a quarter of a century there has been developing in America a dangerous philosophy that the ills of capitalism must be cured either by permanent gov't subsidies of distressed groups or gov't operation of businesses which compete directly with pvt business. It is my belief that the only sound cure... is for gov't to devote its energies to keeping mkts free by breaking up all attempts of pvt groups to restrain trade." 21-Q

THOS MANN, famous German-born writer and philosopher: "I do not think the present race for Germany's love is at all wise. On no acc't should the Western Powers support the impression that in a possible conflict with Russia, Germany would be the ally of the Western Powers." 22-Q

JOHN GUNTHER, famous author, observing that traditional Midwest isolationism is "much tempered and diluted": "A man who has had a succession of bad colds will carry an umbrella the next time he goes out into the rain. This is a rough approximation of the way the Midwest is feeling. The UN may not be a very good umbrella. But at the moment it is the only thing it has." 23-Q

CHIEF RED BELLY, quoted by BEN SALLOWS in *Alliance* (Neb) *Times-Herald*: "When no grass, Indian and buffalo move away. When no grass now, ground move away." 24-Q

Gen'l Jos T McNARNEY, discussing proposed UN world police force: "You don't need a lot of men. You need determination to use what you've got." 25-Q

HARRISON BROWN, Chicago, atomic scientist, explaining to Midwest

Inst of Internat'l Relations, at Drake Univ, that atomic bomb deaths continue for yrs: "Twenty thousand to 50,000 people in Japan will die in the next decade of cancer brought about by radiation." 26-Q

Judge GEO A WELSH, of US District Court, Philadelphia (retired): "A good physique is not enough for longevity. You've got to think of what you're going to do with your mind when you come to the time for retiring." 27-Q

TRACY S VOORHEES, administrator for food distribution in occupied countries, warning Communism will "take over" if U S quits feeding the Germans: "Communism, like nature, abhors a vacuum, and there is no surer way to create a vacuum in the heart of Europe than to starve our zones in Germany." 28-Q

Frau VON SCHIRACH, wife of former Hitler Youth Leader and convicted war criminal, BALDUR VON SCHIRACH, following recent arrest for trial as alleged major Nazi offender: "Why do Americans permit little German officials to revive a Nazi type of barbarous persecution?" 29-Q

ALINE NEAL, 46-yr-old Jackson, Miss, grade school teacher recently named nation's "Best Teacher of '47": "I wouldn't be happy doing anything (other than teaching) because I feel I am rendering a worthwhile service to humanity—and Lord knows they need it." 30-Q

Dr H E ROBINSON, Chicago, nutrition expert: "When we talk of super men and women of the future, we mean the persons who will live in this world after several generations of right eating." 31-Q

GEO SMITH, Chicago, antique dealer, blaming dwindling antique supply on housing shortage: "People aren't moving. Therefore,

they aren't weeding out and selling things they may be tired of." 32-Q

Sen PATRICK A MCCARRAN, of Nev, urging creation of independent air safety board as insurance against flying disasters: "The present civil aeronautics administration investigation setup is similar to a self-investigation. You're not going to blame yourself when you're investigating yourself." 33-Q

Gen'l DWIGHT D EISENHOWER: "I am convinced that the alternative to making that victory secure is a nightmare of death, horror and black ruin such as no man ever dreamed of." 34-Q

ARTHUR A WALLANDER, N Y, Chief of Police: "We need better parents to produce better kids. Parents used to make it their business to know who their children's companions were and where their children were at all hrs of the day and night. That knowledge is even more necessary today than ever before." 35-Q

ARCH OBOLER, radio and film writer of horror shows: "No eerie sound effects, music or fantastic make-up will frighten anyone as much as his own imagination. I only hint at the terrible things... The audience does the rest." 36-Q

Sen ROBT TAFT, of O: "I don't see sense in a (tax reduction) veto, unless the pres does it out of pure stubbornness. We are going to have enough surplus to take care of tax reduction and make a payment of at least \$2 billion on the debt." 37-Q

CHAS F KETTERING, retiring v-p of Gen'l Motors, asserting that if we are ever blitzed by atomic bombs it will be the result of our own stupidity: "All knowledge man has today has been learned when someone has found the right way to ask nature. She'll answer when you know how to ask." 38-Q

LUCY LITTLE, Editor

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Droke House



MINING THE MAGAZINES

Only College Grads Need Apply

Arriving at the Land of Opportunity, the young man was asked for his passport. "Passport to opportunity?" he cried indignantly. "I don't need one. This is a free country."

"That's right," said the gatekeeper. "You can climb over the fence. Some young fellows do. But, son, the easiest way to land a good business job these days is to produce a college diploma..."

"The way business looks at it, a diploma certifies that you have passed a series of elimination tests. Demanding this passport is the easiest, most inexpensive and most efficient method we have of screening applicants for positions..."

A diploma, these personnel men say, is an indication of several things such as:

Tenacity: This character trait is strongly indicated in anyone who has stuck out 16 yr grind of grade school, high school, college.

Intelligence: Statistics show that it takes an I Q of 105-115 to complete college. By present standards only 1/5th of population is capable of earning a diploma.

Honesty: Colleges fire cheaters, have student-run honor systems.

Work Habits: College courses require at least a modicum of concentration, arrangement of effort.

Self-expression: Just the simple ability to speak, write and understand good English.

Interviews, letters of introduction and even complicated psychological exams have been the standard methods of sorting out the desirable people. Personnel men now believe a diploma plus a few easily obtainable college records provides a much more reliable elementary yardstick. — Abridged from *Kiplinger Magazine*.

ABILITY—1

If your ability is "just average," combine that "average ability" with some other quality and you have the ingredients for success beyond that of many a genius: *Average Ability* — plus boundless energy. *Average Ability*—plus the desire to learn and the will to pay the price of learning. *Average Ability*—plus the ability to create your own opportunities without sitting back and waiting on them to appear. *Average Ability*—plus courage, optimism, and faith in your fellowmen. *Average Ability*—plus a body kept strong and healthy, a level head and a generous heart.—*Fraternal Monitor*.

ACCOMPLISHMENT—2

A young man sauntering along was whistling carelessly. A little boy near-by asked: "Is that the best you can whistle?"

"No," ans'd the big boy, "but can you beat it?"

The little boy said he could and proceeded to show him. When he had finished he said to the big boy, "Now see if you can beat *that*."

The big boy whistled again, much better than before. "How do you like *that*?" he exclaimed.

"Well, that's all right," repl'd the little boy, "but if you can whistle that way, what are you whistling the other way for?"—*Mortarboard*.

AMBITION—3

Upon graduation from college, Roy Chapman Andrews, the explorer, had his heart set on getting a job in a museum. He approached the director of the American Museum of Natural History in N Y. "I'll even wash floors if I have to," he pleaded.

"With your training you wouldn't really wash floors, would you?" asked the director.

"Not any kind of floors," admitted Andrews, "but museum floors are different."—*Rotecho*.

CHILDREN—Discipline—4

Peter is in the 1st grade. His teacher had taken him in from the recess yard, where she had seen some of the older children pulling his hair and teasing him. She dried his tears and comforted the little lad until he smiled.

Quite some time later, she was surprised to see him sobbing again. "Why Peter," she explained, "that's all over. You are all right now."

"Yes," he admitted tearfully, "but it be's in my mind."—*GRACE E CONLEY, Magazine Digest*.

They DO Say . . .

Funk & Wagnalls New College Standard Dictionary now carries more than 200 trade names popular enough to be considered household words. List includes such favorites as Coca Cola, Nylon, Kleenex, Cellophane... First all-Negro soap opera, authored by **RICHARD DURHAM**, is ready to go on Chicago's WJJD (Marshall Field-owned) as soon as a sponsor is signed. And **Ebony**, nat'l picture magazine, is 1st in Negro journalistic history to be admitted to Audit Bureau of Circulations... Dairy industry is pleading for ret'n of 25 million milk bottles which have disappeared into American homes... Public opinion poll in France revealed 10% of people still favor duelling to settle quarrels. Of remainder, 72% disapproved, arguing that it was out of date, a source of publicity, proved nothing and was contrary to religious tenets; 18% were indifferent... Post Office Dept is plugging new "Air Letter" for use in foreign commerce. Peacetime sequel to V-Mail, costs only 10¢ for any part of world.

COMMUNISM—5

It is one of the ironies that the lower income, least educated groups, while being the ones whom Communism would allegedly help most, are the groups which consistently show the least friendliness toward Russia. — **GEO GALLUP**, Director, *American Inst of Public Opinion*.

" "

One of communism's greatest handicaps stems from the fact that the good things it promises to its followers are already being enjoyed by Americans under free enterprise. — *Mason City (Ia) Globe Gazette*.

DIVORCE—6

The high divorce rate indicates that the modern girl hasn't made up her mind whether to have a man for a hubby or a hobby. — *Fifth Wheel*, hm, Ind Motor Truck Ass'n.

EDUCATION—7

In America people want "good" liquor; they want automobiles; they

want luxuries; they want amusements. Do the people of the U S want good schools and good teachers?

With a thousand voices they say they do. Business men, statesmen, leaders of all kinds say, "We must have better teachers."

Their words are in contrast with the cold, hard facts: "Teachers' salaries are pitifully low. We spend \$7 billion annually on liquor as compared with less than \$3 billion on education; we pay \$12 billion for a peacetime army, 4 times as much as we pay to educate 25 million students." — RALPH McDONALD, *Mass Teacher*.

FAILURE—8

Failure is the path of least persistence.—*Sales Maker*, hm, Hardwick & Magee Co, Philadelphia.

FAITH—9

Faith is one of the necessities of life. "I have no capacity for faith," said a popular writer some time ago. Whether he was boasting or expressing regret, he was mistaken. Science depends upon faith in the natural laws. Business depends upon faith in our fellowmen. And the soul depends upon faith in God. Whether we are conscious of it or not, day by day in all the relations of life we live by faith.—Wm T McELROY, editorial, *Christian Observer*.

GENIUS—10

A genius is a man who shoots at something no one else can see and hits it.—*Irish Baker & Confectioner*

HUMAN NATURE—11

It's easy to see thru people who make spectacles of themselves.—THOS A LAHEY, *Ave Maria*.

HUNGER—12

There is far more hunger for love and appreciation in this world than there is hunger for bread.—*Construction Digest*.

INCENTIVE—13

A frog was caught in a deep rut in a road, and in spite of the help of his friends, he could not get out. They finally left him there in despair. The next day, one of his friends saw him, chipper as you please, and no longer in the rut.

"What are you doing here?" the friend asked. "I thought you

couldn't get out."

"I couldn't," the frog repl'd. "But a truck came along and I had to." —*Ladies' Home Jnl*.

INFLATION—14

Inflation is an economic condition which enables 2 5¢ cigars to go up in 25¢ worth of smoke.—*Chilton (Wis) Times-Jnl*.

LEADERSHIP—15

We need leaders — good ones. Without them there is a state ranging from disorder to chaos. Without good leadership the world is pretty much on a par with the 4 men who were brought into court charged with operating a car while intoxicated. The evidence of intoxication was still plain. The judge asked sternly, "Which of you four was driving?" And one of the four presented what at the moment seemed to him a perfect alibi: "Judge, none of us wuz drivin'. We wuz all in the back seat." — *Good Business*.

Dad

It is right to praise your mother; she's wonderful, 'tis true—but don't forget one other to whom some praise is due. Perhaps he wasn't as tender, and maybe not always so kind, but this you should remember—there were worries on his mind.

He figured over the charges. He labored to meet the rent; the bills floated in like barges, he never seemed discontent. He bore your expenses to college, then sent you thru the "U", when you went to see the circus, of course, he paid for that, too.

Dad always thought of your pleasure, young lassie and young lad; while we know your mother's a treasure, please don't forget your Dad!—LESTER L DICKSON, *Sunshine Magazine*. 16

MARRIAGE—17

Working out a successful marriage may be compared with writing a theme. If the latter does not seem perfect after the 1st attempt, the writer does not tear it up and start anew with an entirely new subject. He chooses a topic, works and reworks it, changes words here and there until the final product is what he wants it to be.—DR HENRY A BOWMAN, *Marriage For Moderns*. (McGraw-Hill)



**CONFIDENTIALLY
THRU A
MEGAPHONE**

A fortnight ago the Senate gave favorable consideration (by a vote of 79 to 8) to a version of what is known as the Nat'l Science Foundation bill. The measure now goes to the House.

You may not know too much about this particular bill—it hasn't had a great deal of publicity. But it is hardly an exaggeration to say that its passage would bring about a concentration of scientific knowledge, experience and capacity that seems certain to profoundly affect the lives of all Americans, and in some degree to change the course of human destiny thruout the world.

But the passage of this bill will be no simple matter. Earlier Nat'l Science Foundation proposals got no farther than a gen'l acceptance of the basic idea. Almost everyone seems to agree that the plan to subsidize and systematize our scientific endeavors is a good thing. Yet it is difficult to satisfy all schools of thought. Individual legislators, prodded in some instances no doubt by special interests, seek to add this feature, or to subtract that. The result is endless bickering. An example may be cited in the present bill which excludes social sciences from the scope of the Foundation. (A group of scientists themselves suggested this exclusion, fearing that research in the social sciences might raise "political issues.") But there is another, and perhaps equally influential group which holds that it is unrealistic not to face and grapple with the social consequences of any new scientific development. Can science bring into the world a force such as atomic energy, and ignore completely the social problems that have been concomitantly created? It is an interesting point.



AUTOMOBILE—Appliances: An automobile co reports new brake which adjusts itself as its lining wears. (*Hartford Courant*)

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AVIATION: New track type landing gear for transport planes would permit landing of troops and equipment "almost anywhere on the globe" without using regular airfield. Gear is belt-like endless tread and is installed on all 3 legs of tricycle landing gear. "Flying runway" makes it possible for a heavy plane to land on soft dirt, mud or sand. Eliminates building air strips. Gear is retractable. (*A P Dispatch*)

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CONSTRUCTION — Products: New Venetian screen permits user to see thru it, yet stops sun's heat before it enters room. The screen can be cut with shears and tacked on ordinary screen frames. (*American Lumberman & Bldg Products Merchandiser*)

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ELECTRONICS: Electronic speed cop device is based on radar. Installed in police cars, it measures speed of vehicles on highway. It is accurate within 2 mph and determines speed of any car within radius of 150 ft. (*Capper's Wkly*)

" "

RADIO: Radio device mounted on truck or car will tabulate number of radio listeners tuned to a particular station. Map of territory to be surveyed is fed into the machine; when truck passes a home, a stylus within the recorder makes imprint on map and stamps the time. Ignores rival stations. (*Daily Oklahoman*)

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TRAVEL—Conveniences: Simplified timetable designed by Chesapeake & Ohio Ry is pocket-size, cardboard calculator. When names of cities are lined up on a pair of wheels, arrival and departure times are indicated. (*Newsweek*)

OBJECTIVE—18

A man's life purpose should be sought out, thought out, and wrought out.—*Your Life*.

OPPORTUNITY—19

Opportunities do not come with their values stamped upon them. Every one must be challenged. A day dawns, quite like other days; in it a single hr comes, quite like other hrs; but in that day and in that hr the chance of a lifetime faces us. To face every opportunity of life thoughtfully and ask its meaning bravely and earnestly, is the only way to meet the supreme opportunities when they come, whether open-faced or disguised.—*MALTBIE BABCOCK, Papyrus*.

ORIGIN—"When in Rome do as the Romans do"—20

Back in the 4th century, the Romans fasted on Saturday, while the citizens of Milan, Italy, feasted on that day. These opposing practices puzzled St Augustine, so he consulted St Ambrose of Milan. "When I am here in Milan," St Ambrose told St Augustine, "I don't fast on Saturday; when in Rome, I do."—*PETE HOWE, Pictorial Review*.

PERSERVANCE—21

Perseverance has been defined as sticking to something you're not stuck on.—*Houghton Lines*, hm, E F Houghton & Co, Philadelphia.

PIETY—22

Piety: being nice to everybody from God down. — *HUGH FRANCIS BLUNT, Catholic Digest*.

PRaise—23

The late Geo L Dyer used to tell of a colored cook who remained with his family for many yrs. On occasion he made it a point to praise her for some unusual culinary achievement and to express his pleasure at having her in his home. Whereupon Mandy would say: "Mistah Dyah, there isn't nobody in this whole wide world who appreciates appreciation as much as ah do."—*American Lumberman & Bldg Products Merchandiser*.

We should remember the words of that great Harvard psychologist, Wm James: "The deepest principle of human nature is the craving to be appreciated."—*O C THOMAS, III Central Magazine*.

PROSPERITY—24

It's pretty hard to tell about prosperity. When the hog's fattest it goes to the butcher. — *Gilcraft*, hm, Gilbert Paper Co, Menasha, Wis.

Recipe For

A Juvenile Delinquent

According to Lt Ralph Brophy, head of the police juvenile bureau, Des Moines, Ia, here are the rules to follow and juvenile delinquency will result:

1—Don't give your child any religious or spiritual training.

2—Don't let him discuss his plans, problems, or pleasures, so he will not develop affection, security or trust in you.

3—Don't open your home to his companions; they will muss up the place. Don't be concerned where he spends his free time.

4—Never praise your child for his worthwhile effort because he might take advantage of your effort and try harder to please you in the future.

5—Don't pay any att'n to what your child does or says. He should be able to take care of himself in this day and age.—*Cumberland Presbyterian*. 25

RIGHTEOUSNESS—26

There are 2 classes of people, the righteous and unrighteous. The classifying is done by the righteous.—*Our Lady's Missionary*.

SAFETY—Safe Driving—27

Authentic news misprint: "The motorist approached the coroner at 60 mph."—*Jobber Topics*.

SELF-INTEREST—28

Too many men conduct their lives on the cafeteria plan—self-service only.—*Fraternal Monitor*.

SOCIALISM—29

Once upon a time the Savages of the Fiji isle of Ab, finding that their population was declining at an alarming rate by reason of their cannibalistic way of life, sought the advice of an early missionary.

"What," they asked him, "shall we do to save our Tribe from extinction?"

"Learn," he said, "to be good to one another."

"Yes, but," they objected, "that's Socialism!"—*N Y Times Magazine*.

SPEECH—Speaking—30

On the walls of one of my old adv agency friends in N Y... was a framed quotation, the basis of his success in merchandising. Was it something from Plato? Aristotle? No, it was not even from Ben Franklin's Almanac. It was from the world's champion hog caller out in Missouri: "You've got to have *appeal* as well as *power* in your voice. You've got to make the hogs think you have something for them." — BRIANT SANDO, *Hardware Age*.

SUCCESS—31

The Carnegie Inst., analyzing the records of 10,000 workers found 15% of success due to technical training and 85% to these qualities of personalities: observation, thoroughness, creative imagination, decision, adaptability, leadership, organizing ability, expression, knowledge of job and human relations.—*Alexander Animator*.

TELEVISION—Education—32

At Johns Hopkins Univ, recently, a demonstration was given of televising a major operation. The RCA apparatus... was directed at the operating table. The whole process of surgery was picked up and transmitted to a nearby room where 300 guest doctors and medical students saw every stage of the operation.—*American Druggist*.

TIME—Improvement—33

To improve your time does not mean you should take your watch apart.—*Royal Neighbor*.

UNITY—34

A crusty old sailor took out a visitor for a row in his boat. The unwieldy landsman fell overboard. The ancient mariner grabbed him by the hair, but his wig came off, and he sank. Rising again, he called, "Save me! Save me!" And this time the old salt caught him by the arm, but it was an artificial one, and came off. For the 3rd time the man rose and screamed for help. The old sailor seized him by his clothes and said, "How can I save you, if you won't stick together?"—*United Church Observer*.

VALUES—35

The law of mat'l possessions, whether of money, property, stocks and bonds, or whatever else be held

of tangible worth, has this simple summation: *That is valuable which increases man's mental or spiritual resources.*—H LEE JONES, "The Unfailing Way," *Good Business*, 6-47.

WEATHER—36

Weather in China is classified according to the number of silk coats you must wear. A hot day is a one-coat day. A chilly day is a three-coat day. A cold day is a seven, or even nine coat day.

The English, on the other hand, do not dare commit themselves to judgment of a whole day at a time. One rarely hears "It is a nice day." At the most it is "a bright morning" or "a fine afternoon."—*Universe*.

Memo to a Father

Jimmy Johnson's daddy is an awful lot o' fun; he's a peach-erino pitcher, an' can hit a real home run. I know my Dad could play as well, but when I ask him to, he's al'ays awful busy, an' got something else to do.

Jimmy Johnson's daddy knows a lot o' dandy games, an' he plays 'em with us fellers, an' he don't call Jimmy "James." I'll bet my Dad knows things that's fun fer fellers, too. But he's al'ays awful busy, an' got something else to do.

Some kids' dads seem glad to have a chance to play with boys, an' even when they're readin' they don't mind a little noise. I'll bet my Dad could beat 'em all, if he just only knew how I miss him when he's busy, an' got something else to do! — *Our Church*. 37

WISDOM—38

We learn wisdom from failure much more than from success. We often discover what *will* do by finding out what *will not* do; and probably he who never made a mistake, never made a discovery.—*Sales Maker*, hm, Hardwick & Ma-gee Co.

WORLD GOVT—39

To say you don't believe in world govt is to place yourself in the position of the person who dies from acute alcoholism while shouting that drink never hurt anybody.—*Decorah (Ia) Public Opinion*.



A New Pledge of Allegiance

June 14th, Flag Day, marks the 170th anniv of the authorization of the "Stars & Stripes" as the official U S flag.

Our Pledge of Allegiance, delivered to the flag as the symbol of our country, is 55 yrs old. GILBERT BYRON, in *School & Society*, calls for a new pledge, based on a "re-statement of values" for the times we live in. This excerpt is abridged.

During more than 20 yrs of teaching in our public schools, I often wondered about the Pledge of Allegiance, which all pupils and teachers repeat daily. I recited the pledge with my right hand raised to the forehead in a military salute, superimposed my right hand over the heart, and even thrust that same right hand, palm up, in a gesture similar to the one practiced by the late Nazis. After Pearl Harbor, the authorities did change the last procedure, yet the words, with their inferences of nat'l perfection, good for 1000 yrs, still had a faint odor of the Fascisti.

While repeating the oath, I sometimes thought of our town's Negro children, segregated on the "other side of the tracks," with no library or lab'y facilities. What thoughts did they have while declaiming that last phrase, "with liberty and justice for all?"

With these thoughts in mind, I wrote: *I pledge allegiance to my country and its great promises, that gov't of the people, by the people and for the people shall lead the way to a better world.*

" "

America, to me, is still a land of promise, and I think that the Pledge of Allegiance should have optimism and vision, and the people should be a part of the pledge...

A deb ankled into John-Fredericks and tried on a simple little hat. Told that its price was \$75, she asked: "What makes the price so exorbitant?"

Repl'd John: "The exorbitant profits, Miss." — IRVING HOFFMAN, *Hollywood Reporter*.

A disreputable-looking character waylaid a mbr of the Racquet Club as he stepped into his roadster, and whined: "Gimme a nickel, mister, I'm starving."

The mbr obliged, but couldn't help remarking, "I'm afraid you won't be able to buy much food for a nickel in a time like this."

"It's not for food," said the vagrant. "I ain't had a bite now for 8 days and I wanna weigh myself." — *Tower*.

Radio's "Dr I Q": "Four silver dollars to the gentleman for each of these he can answer with a musical term. First, places in which many people live." The gentleman: "Bars." "Dr I Q," when he could make himself heard again: "I was thinking of flats. But give the gentleman 8 silver dollars!" — MAGEE ADAMS, *Cincinnati Enquirer*.



Wiseocracks OF THE WEEK

Folks who smoke in bed are the ones most likely to make ashes out of themselves. — *Arrow*.

Proximity is the smotherer of convention. — *Houghton Lines*, hm, E F Houghton & Co, Philadelphia.

The man who is always boasting about his family tree is generally the sap. — PEGGY CAROLINE FEARS, *Liberty*.

Some girls are like paint; get them stirred up and you can't get them off your hands. — *Western Bldg*.

GOOD STORIES YOU CAN USE

I LAUGHED AT THIS ONE

CLINTON CAMPBELL
Engineer

It was the job of Joey, the village half-wit, as "Keeper of the Cannon," to polish the antique cannon in the village square. During a holiday celebration, the mayor commented on the brightness of the brass-work and suggested that the crowd give Joey a rousing vote of thanks. Joey beamed all the way home. "Maw," he exclaimed to his wife, "the mayor spoke my name in front of everybody an' said what a nice job I been doin' on the brass cannon. Then everybody gave me 3 cheers!"

"You know," said his wife, "I've been thinkin'. You been on that job more'n 40 yr and you ain't gettin' no place, Joey. Why don't you buy a cannon and go into business for yourself?"

Dr J M Buckley, well-known Methodist preacher, was asked one day to conduct an "experience meeting" at a Negro church in the South.

A woman arose and bore witness to the preciousness of her religion, as a lightbringer and comfort-giver.

"That's good, sister!" approved Dr Buckley. "But how about the practical side? Does your religion make you a more considerate and loyal wife? Does it make you a better mother?"

Just then Dr Buckley felt a yank at his coat tails by the Negro preacher, who whispered earnestly: "Press them questions, doctor; press them questions. That's my wife!"

—WEBB B GARRISON, *Today's Woman*.

A shipwrecked sailor, who spent 3 yrs on a desert island, was overjoyed one day to see a ship drop anchor in the bay. A small boat came ashore and an officer handed

the sailor a batch of newspapers. "The capt suggests," he told the sailor, "that you read what's going on in the world and then let us know if you still want to be rescued." — *Ohio Motorist*.

During last winter's coal crisis in England the British Gov't, which uses adv's extensively to warn, instruct, or pacify the populace when new crises or ration orders impend, gave this eyebrow-lifting counsel to the nation's businessmen: "Owing to the shortage of fuel, employers are asked to take advantage of their typists between the hrs of 12 and 2." — *Tide*.

While visiting with Bob Capa, famous and witty war photographer, I recalled a classic remark he made at Anzio. He was speaking of the Italian campaign and said it was like a woman. "Yes," he said, "as it gets older, it gets more and more dangerous and less and less photogenic." — GORDON GAMMACK, *Des Moines Register*.

The golf match to end all golf matches was played up in Heaven by St Peter and St Paul. St Peter had the honor on the 1st tee and promptly made a hole in one. St Paul, undaunted, repeated the performance. St Peter marked the scores down dutifully on his card, then remarked, "What do you say, Paul? Let's cut out the miracles and get down to business." — *Townsend Nat'l Wkly*.

A tourist was standing at the Bay Bridge terminal one morning, watching the commuters pouring into town. Finally, he turned to a native and wondered: "Say, I notice that the commuters seem to arrive in bunches—in fact, in waves. How come?"

Shrugged the native: "Very simple. From 6 to 8 a m, come the works. From 8 to 9, the clerks. From 9 to 11, the shirks—and from 11 on, the jerks!" — HERB CAEN, *San Francisco Chronicle*.

